CBS-AT&T-ABC-ESPN et al □ Fowler's goodbye to Big Brother □ 'At Large' with NBC's Grant Tinker

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The First 50 Years Of Broadcasting

1980

The Week in Brief

TOP OF THE WEEK

FOWLER'S THINKING ☐ In speech that brings down house at IRTS, FCC chairman spells out ideology that underlies his marketplace approach to unregulation. He includes rebuke for those who stepped back from fight for First Amendment rights. **PAGE 19.**

MORE MATINGS OF MAJORS ☐ ABC's deal with Getty's ESPN and possible CBS pact with AT&T are latest joint efforts involving big companies attracted to developing media. **PAGE 21.**

AFFILIATE BACKLASH ☐ Stations of all three commercial TV networks voice alarm about NBC's plan for hour-long evening newscasts, claim viewers want more local news, not more national. **PAGE 22.**

RIDING HERD ON AT&T ☐ GAO report to House subcommittee's joint hearing claims FCC has not adequately regulated telephone industry and says commission will have to delay implementation of decision to allow AT&T to compete in nonregulated services. **PAGE 23.**

RADIO FREE CUBA ☐ Administration plans station to broadcast "truth" to island nation. It creates uneasiness among U.S. officials preparing to enter hemispheric spectrum negotiations. **PAGE 23.**

BOTTOM LINES FROM WASHINGTON ☐ Delegates to Broadcast Financial Management Association convention are briefed on Reaganomics, hear some regulatory dialogue and get reports on outlook for communications media from industry leaders. **PAGE 24.**

AT LARGE

EASY DOES IT AT NBC ☐ Grant Tinker doesn't dwell on the fact that he was bequeathed a third-place network. Instead, NBC's new chairman is happy about his inheritance of good people with great potential. In a low-key discussion Tinker candidly tells BROADCASTING editors how he assesses the competition and his method for redesign. **PAGE 29.**

LAW & REGULATION

DIVERSITY OF INFORMATION ☐ In prologue to writing of new communications legislation, Wirth committee is told marketplace forces do not guarantee wide choice and that there are dangers in private bottlenecks by those who control facilities. **PAGE 38.**

EXCLUDED ☐ Parren Mitchell criticizes limited role of minorities and small businesses in cable as his subcommittee holds hearings on that issue. **PAGE 39.**

LESS PUBLICIZED PROPOSALS ☐ Not receiving as much attention in FCC's legislative package are series of suggested reforms in agency's housekeeping. **PAGE 41.**

JOURNALISM

BRINKLEY TO ABC ☐ He will anchor *This Week* and do special assignments. Veteran newsman says he had no place to go at NBC after 38 years and that he tired of Washington-New York shuttling. **PAGE 45.**

PROGRAMING

LEVIN'S WARNING ☐ Time Inc. executive tells cable to fight censorship, takes particular aim at Morality in Media. **PAGE 50.**

INADEQUATE CHILDREN'S FARE ☐ That is finding of ACT survey filed with FCC, accompanied by Charren blast against broadcasters and charge that commission is shirking its duty. **PAGE 52.**

1980

THE 'BROADCASTING' YEARS ☐ Jimmy Carter's administration started to file out of Washington. Lionel Van Deerlin, who never realized his Communications Act rewrite, was also swept from office. CBS-TV snatched back the prime-time ratings crown. And the Justice Department grounded the satellite pay-cable plans of a combine headed by Getty Oil. **PAGE 55.**

PROFILE

PUTTING HIS BRAND ON DL&A ☐ William Sims has come a long way since he was a barefoot boy in Texas. But since 1948, he has been in one place, Dow, Lohnes & Albertson, contributing to the growth of that prestigious Washington communications firm. **PAGE 79.**

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■ Community Cable Service Inc. for Fall, Ohio (OH0900) new signal.

■ Warner Amex Cable Communications Inc. for Poquoson, Va. (VA0269) new signal.

■ Total TV Inc. d/b/a Total TV of Burlington for Burlington and Manitowoc, both Wisconsin (WI0285, 286) new signal.

■ Batterview Cablevision of Oregon Inc. for Canyonville, Ore. (OR0254) new signal.

■ First Rural Cable TV for Blue Mound, Ill. (IL0481) new signal.

■ Vista Cable Inc. for Reynolds, Ind. (IN0258) new signal.

■ Garden State Cable Television Corp. for Newfield, N.J. (NJ0475) new signal.

■ Teleprompter Corp. for Lyon, Nev. (NV0051) new signal.

■ Metrovision of Wisconsin Inc. for Lannon, Wis. (WI0284) new signal.

■ UA-Columbia Cablevision of Massachusetts Inc. for North Attleboro, Mass. (MA0135) new signal.

■ Fort Bend Cable Television Inc. for Richmond, Tex. (TX0797) new signal.

■ Fort Bend Cable Television Inc. for Fort Bend, Tex. (TX0798) new signal.

■ United Cable Television for Tye, Tex. (TX0799) new signal.

■ David Traiser d/b/a Sawyer CATV for New England, N.D. (ND0093) new signal.

Earth Stations

Applications

■ Waynoka Community TV for Waynoka, Okla. (5m; Anixter-Mark; E3600).

■ United Cable Television Corp. for Morrison, Colo. (9m; Harris; E3601).

■ Mid-Continent Telecasting Inc. for Pittsburg, Pa. (7m; S-A; E3602).

■ T and W Cable Co. for DeBary, Fla. (7m, Microdyne; E3604).

■ Teleprompter Corp. for Clarksburg, W. Va. (4.5m; Andrews; E3605), Ballwin, Mo. (4.5m; Andrews; E3607), Hamilton, N.Y. (4.5m; Andrews; E3608), Bridgeton, Mo. (4.5m; Andrews; E3609), Port Allen, La. (4.5m; Andrews; E3609), Riviera Beach, Fla. (6.1m; Harris; E3611) and Jupiter, Fla. (6m; Harris; E3612).

■ American Satellite Co. for Colorado Springs (10m; S-A; E3615), Tulsa, Okla. (10m; Andrews; E3616), San Diego, Calif. (5m; S-A; E3617).

■ Century Carolina Corp. for Dillon, S.C. (5m; S-A; E3618).

■ Hi-Net Communications Inc. for Gulf Shores and Birmingham, both Alabama (4.6m; S-A; E3619, E3620).

■ Cylix Communications Network Inc. for Denver (4.6m; S-A; E3621), Philadelphia (E3622).

■ Albany, N.Y. (E3623), Orlando, Fla. (E3624) and Hartford, Conn. (E3625).

■ American Satellite Co. for Oak Ridge, Tenn. (5m; S-A; E3627).

■ Nor.-Com Video Inc. for Wautoma, Wis. (5m; S-A; E3627).

■ T.A.T. for Flora, Miss. (5m; S-A; E2628).

■ Magic Window Cable Television Inc. for Harrah, Okla. (5m; S-A; E3629).

■ Lester Sumrall Evangelistic Association Inc. for South Bend, Ore. (5m; Weather scan; E3630).

■ Lesea Broadcasting Corp. for Noblesville, Ind. (5m; Weather scan; E3631).

■ The Western Co. for Rogue River, Ore. (5m; AFC; KY40).

Grants

■ Satellite Business Systems for Wichita, Kan. (E2745).

■ Glenville Cablesystems Corp. for Glenville, N.Y. (E3169).

■ Continental Cablevision of Oakland County Inc. for Madison Heights, Mich. (E3188).

■ Equatorial Communication Services for Sunnyvale, Calif. (E3240).

■ Lexington Cable Co. for Lexington, Va. (E3292).

■ Booth American Co. d/b/a Peninsula Cablevision for Madeira Beach, Fla. (E3405).

■ Eureka Financial for San Carlos, Calif. (E3495).

■ Hi-Net Communications Inc. for Elizabeth City and Goldsboro, both North Carolina (E3497, E3498) and Harrisonburg, Va. (E3500).

■ Community Television of Utah Inc. for West Valley City, Utah (E3501).

■ Community Tele-Communications Inc. for Thermopolis, Wyo. (E3502).

■ La Junta Associates for La Junta, Colo. (KG99).

■ Nor Cal Cablevision Inc. for Oronville, Calif. (KJ65).

■ Canton Cablevision Inc. for Canton, Miss. (WF59).

■ Applegate Cable for Applegate, Ore. (E3392).

■ Casey Cablevision Co. for Casey, Ill. (E3393).

■ Tenneco Oil Co. for Eugene Island area, West Cameron area, East Cameron area, Ship Shaol area, South Marsh Island, Vermilion area, all Gulf of Mexico (E3394, 95, 96, 97, 98, 99, 400, 401).

■ Cable Systems Inc. for Las Animas, Colo. (E3402).

■ American Totalisator Co. Inc. for New Haven, Conn. (E3406).

■ Cable Systems Inc. for Holcomb, Kan. (E3407).

■ Hurst Cable Communications Corp. for Hurst, Tex. (E3412).

■ Austin & Associates Inc. for Midlothian, Tex. (E3413).

■ Family Television Corp. for Durham, N.C. (E3415).

■ Armstrong Communications Inc. for Oxford, Pa. (E3416).

■ Multimedia Cablevision of Oak Forest Inc. for Oak Forest, Ill. (E3417).

■ Morengo Communications Inc. for Marengo, Ill. (E3420).

■ Western Illinois Cablevision for Farmington, Ill. (E3420).

■ Eastern Iowa Cablevision for Manchester, Iowa (E3421), Anamosa, Iowa (E3422).

■ Hi-Net Communications Inc. for Athens, Tex. (E3423), Plymouth, Minn. (E3424) and New Britain, Conn. (E3425).

■ George Mason University for Fairfax, Va. (E3431).

■ American Satellite Co. for Garland, Tex. (E3432).

■ Tele-Media Co. of Lake County for Chardon township, Ohio (E3436).

Other

■ Granted to limited extent request by Association of Maximum Service Telecasters Inc. and extended through Oct. 13 and Nov. 1 time for filing comments and reply comments, respectively, in matter of inquiry into future role of TV translators and low-power TV broadcasting in National Telecommunications System (BC Doc. 78-253). Action Sept. 4.

■ First of series of open en banc FCC meetings to be held under recently reinstituted FCC policy has been changed to Oct. 14, beginning at 9 a.m. and continuing until 12 noon, in room 856, 1919 M St., N.W., Washington.

■ Licensees of commercial TV's with license expiration dates on June 1 and thereafter during calendar year 1982, which are randomly selected to file renewal audit form (FCC Form 303-C), will use following dates in answering Question Nos. 4, 8, 11 and 12 of Section III, Form 303-C. Sunday, Aug. 9, 1981; Monday, April 6, 1981; Tuesday, June 30, 1981; Wednesday, Jan. 28, 1981; Thursday, Sept. 10, 1981; Friday, Feb. 20, 1981; Saturday, May 16, 1981.

Call Letters

Applications

Call	Sought by
	New FM's
KKON-FM	Kona Koast Broadcasting Co., Kealakekua, Hawaii
WENU	Premier Broadcasting Corp., Hudson Falls, N.Y.
	New TV
KGPC	Great Plains Country Television Broadcasting Corp., Lawton, Okla.
	Existing AM;s
WSWI	WIKY Evansville, Ind.
WCSY	WJOR South Haven, Mich.
KFAV	KOOO Omaha, Neb.
	Existing AM
KAJA	WOAI-FM San Antonio, Tex.
	Existing TV
KTXH	KEON Houston

Grants

Call	Assigned to
	New AM
KBMV	Jack G. Hunt, Birch Tree, Mo.
	New FM's
KEME	Prime Time of Alaska Inc., Fairbanks, Alaska
WIAK	Broadcast Management of Albany Ltd., Clifton Park, N.Y.
	New TV
WFBT-TV	Channel 29 Television Inc., Minneapolis
	Existing AM
KNSI	KCLD St. Cloud, Minn.
	Existing FM's
WZVN	WLCL-FM Lowell, Ind.
KCLD	KCLD-FM St. Cloud, Minn.
WKMZ	WESM Martinsburg, W. Va.
	Existing TV
WNYT	WAST Albany, N.Y.

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,776
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses